

**Notice:** This application is authorized by s. 283.37, Wis. Stats., and chs. NR 151 and 216, Wis. Adm. Code. Personally identifiable information on this form may be used for other program purposes and may be made available to requestors under Wisconsin's Public Records laws and be posted on the Department's internet site.

**Instructions:** Complete the following for all permit applications. If additional space is needed to respond to a question, attach additional pages. Provide descriptions below that explain the program activities that you expect to develop and implement to comply with the Municipal Separate Storm Sewer System (MS4) general permit (<http://dnr.wi.gov/org/water/wm/nps/stormwater/muni.htm>). Section 3 of the MS4 general permit contains the compliance schedules that direct when the individual program activities need to be developed and submitted to the Department for review. The detailed programs that are developed and submitted to the Department for review may deviate from the program activities described below if necessary. The descriptions provided below are necessary for the Department to verify that the municipality's program activities comply with the permit.

### Section I: Applicant Information

Name of Municipality  
Village of Bellevue

Mailing Address 2828 Allouez Avenue	City Green Bay	State WI	Postal Code 54311
County(s) in which Applicant is located Brown	Type of Municipality: (check one) <input type="checkbox"/> County <input type="checkbox"/> City <input checked="" type="checkbox"/> Village <input type="checkbox"/> Town <input type="checkbox"/> Other (specify)		

### Section II: Local Contact Information (check one):

Name of Municipal Contact Person Randy Friday		Title Administrator	
Mailing Address 2828 Allouez Avenue	City Green Bay	State WI	Postal Code 54311
E-mail address rfriday@bellevue-wi.com	Telephone Number (include area code) (920) 468-5225	Fax Number (include area code) (920) 468-4039	

### Section III: Water Quality Concerns

Yes	No	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Does any part of the MS4 discharge to an outstanding resource water (ORW) or exceptional resource water (ERW) listed under s. NR 102.10 or 102.11, Wis. Adm. Code? (An unofficial list of ORWs and ERWs may be found on the Department's Internet site at: <a href="http://dnr.wi.gov/org/water/wm/wqs/">http://dnr.wi.gov/org/water/wm/wqs/</a> )
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Does any part of the MS4 discharge to an impaired waterbody listed in accordance with section 303(d)(1) of the federal Clean Water Act, 33 USC § 1313(d)(1)(C)? (A list of Wisconsin impaired waterbodies may be found on the Department's Internet site at: <a href="http://dnr.wi.gov/org/water/wm/wqs/303d/303d.html">http://dnr.wi.gov/org/water/wm/wqs/303d/303d.html</a> )

### Section IV: Area and Population Within the MS4

Yes	No	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Is the MS4 within an "Urbanized Area" as defined by U.S. EPA? (See <a href="http://www.epa.gov/npdes/pubs/fact2-2.pdf">http://www.epa.gov/npdes/pubs/fact2-2.pdf</a> )

If no, skip the rest of this section and continue to Section V. If yes, estimate the area served by and the population within the MS4 in an Urbanized Area (UA).

(Urbanized Area maps are available on the EPA web site at: <http://cfpub1.epa.gov/npdes/stormwater/urbanmaps.cfm>)

Total municipal area (in square miles): 14.53	Total municipal population (in year 2000): 11,828
MS4 service area within Urbanized Area (in square miles): 7.0	Municipal population within Urbanized Area (in year 2000): 10,977

### Section V: Potential Permit Exemption

Yes	No	Section NR 216.023, Wis. Adm. Code, allows certain MS4s that have less than 1000 people residing in an urbanized area to be waived from having to obtain municipal storm water permit coverage.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Do you believe that the MS4 may be eligible for this potential exemption?

**Section VI: Summary of Municipal Storm Water Program Activities**

Describe the programs or activities the municipality is doing or will do to comply with the requirements of the MS4 general permit. Attach additional pages if necessary.

**A. Public Education and Outreach**

Describe the public education and outreach program activities that the municipality will implement to comply with section 2.1 of the MS4 general permit.

SEE ATTACHMENT

**B. Public Involvement and Participation**

Describe the public involvement and participation program activities that the municipality will promote to comply with section 2.2 of the MS4 general permit.

SEE ATTACHMENT

**C. Illicit Discharge Detection & Elimination**

Describe the illicit discharge detection and elimination program authority and activities that the municipality will develop and implement to comply with section 2.3 of the MS4 general permit.

SEE ATTACHMENT

**D. Construction Site Pollution Control**

Describe the construction site pollutant control program authority and activities that the municipality will develop and implement to comply with section 2.4 of the MS4 general permit.

SEE ATTACHMENT

**E. Post-Construction Site Storm Water Management**

Describe the post-construction storm water management program authority and activities that the municipality will develop and implement to comply with section 2.5 of the MS4 general permit.

SEE ATTACHMENT

**F. Pollution Prevention**

Describe the pollution prevention program activities that the municipality will implement to comply with section 2.6 of the MS4 general permit.

SEE ATTACHMENT

**Section VII: Certification**

I hereby certify that I am an authorized representative of the municipality that is the subject of this application for general permit coverage, and that the information provided is true and complete, to the best of my knowledge. I understand that Wisconsin law provides severe penalties for submitting false information.

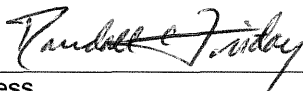
Authorized Representative Name

Randy Friday

Title

Administrator

Signature



Date Signed

05-30-2006

E-mail address

rfriday@bellevue-wi.com

Telephone Number (include area code)

(920) 468-5225

Fax Number (include area code)

(920) 468-4039

Return this completed form to:

Wisconsin Department of Natural Resources  
Storm Water Program – WT/2  
PO Box 7921  
Madison, WI 53707-7921

## **Attachment**

### **2.1 Public Education and Outreach**

The Village has provided public education over the past several years. They provide stormwater management awareness through the Village newsletter throughout the year.

The Village of Bellevue is a member of the Northeast Wisconsin Stormwater Consortium (NEWSC). As a NEWSC member, Bellevue participated in the sponsorship of a Community-Based Social Marketing Workshop (which looks at more effective ways to change behaviors), the implementation of a phone survey to over 400 area residents, promotion of stormwater related public service announcements and an episode of an “It’s Your Environment” television program.

The phone survey targeting residents of Brown, Calumet, Fond du Lac, Outagamie, and Winnebago counties was conducted by St. Norbert College from October 18 – November 7, 2005 and reached 404 area residents. The purpose for the survey was three-fold. The first was to evaluate the current stormwater awareness level of area residents, including their knowledge of where stormwater goes and what contributes to stormwater pollution. The second was to gather data about individual behaviors affecting stormwater by identifying the barriers, benefits, or motivations that affects these behaviors. Finally, information from the survey was intended to assist the I Information and Education Committee in selecting target markets and create a focus for educational goals, tools, and practices.

Through NEWSC, the Village of Bellevue also promoted stormwater education to the public through the Fox Cities Viewpoint Public Service Announcements. The viewpoints were promoted from June – November 2005 on WHBY television and included stormwater tips on the following topics: lawn mowing, car washing, lawn pesticides, lawn fertilizers, and leaves.

NEWSC also orchestrated an episode of the “It’s Your Environment” TV program to have a stormwater focus. The episode was broken into 3 segments with a focus on state-level regulations, education, and local participation. It aired on Channel UPN 32, Saturday, December 17, 2005.

Moving into the future, Bellevue will submit a public education and outreach program to the DNR within 18 months of permit coverage. Bellevue will use the NEWSC I&E plan as a model for suggestions on strategies to meet local educational goals, for guidance on how to develop the local I&E plan, and for insight on how to achieve local goals.

The public education and outreach program will include methods to promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.

The program will use the results from the 2005 Stormwater Survey to identify audiences and behaviors regarding proper management of materials that may cause stormwater pollution from sources including automobiles, pet waste, household hazardous waste, and household practices. Additionally the program will be geared toward the promotion of beneficial stormwater management practices including: onsite reuse of leaves and grass clippings, proper use of lawn

and garden fertilizers and pesticides, management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways, infiltration of residential stormwater runoff from rooftop downspouts, driveways and sidewalks.

The program will include processes to inform and, where appropriate, educate those responsible for the design, installation, and maintenance of construction site erosion control practices and stormwater management facilities on how to design, install and maintain the practices. It will also include methods to identify businesses and activities that may pose stormwater contamination concerns and, where appropriate, educate specific audiences on methods of stormwater pollution prevention.

The program will include the promotion of environmentally sensitive land development designs by developers and designers.

Resources available for use in the Village information and education include topic packets (including Public Service Announcement wording, tip sheet, UW Extension educational handout link) available on the following topics:

- ◆ Car Care
- ◆ Lawn Mowing and Watering
- ◆ Weeds and Pesticides
- ◆ Fertilizer
- ◆ Leaves
- ◆ Pet Waste
- ◆ 2005 Stormwater Survey Results
- ◆ Model Information and Education Plan
- ◆ Nonpoint Education for Municipal Officials (NEMO) Presentations
- ◆ Erosion Control Training Package for 1 and 2 Family Dwelling Construction

## **2.2 Public Involvement**

The Village of Bellevue will submit a summary of existing and proposed public involvement and participation program to the DNR within 18 months of permit coverage. The program summary will include public notification regarding the activities performed as part of the program and the participation and compliance of applicable state and local public notice requirements.

More extensive use of rain gardens and other stormwater management practices will be promoted with residents through the Site Design Review, building permit and inspection programs. Community service programs in local schools and with civic groups will be reviewed regarding integrating stormwater management efforts.

## **2.3 Illicit Discharge Detection and Elimination**

Bellevue will submit an Illicit Discharge Detection and Elimination Ordinance to the DNR within 24 months of permit coverage. The NEWSC Model Illicit Discharge Detection and Elimination Ordinance will be used as a base model and revised to meet the Village's intent. Once adopted, this ordinance provides the necessary regulatory authority to detect and remove illicit connections and discharges to the MS4.

The Village will submit illicit discharge response procedures to the DNR within 24 months of permit coverage. We will prepare a Spill Notification Procedure in conjunction with the Fire Department to illustrate the flow of communication with the DNR. The Fire Department has a Response Plan in place at this time. The Spill Notification Procedure will include the names and contact numbers of those who should be involved in a spill situation. The procedure will require immediate notification of the Fire Department and DNR in the event of a spill or release of a hazardous substance. The Spill Hotline number will be posted in the Village Hall.

As part of this program, the Village will continue to update the GIS Outfall Inventory data base. A schedule for field screening of all major outfalls during dry weather periods will be created and followed. The field screenings will include visual observations and field analysis. Field screenings will be implemented within 36 months of permit coverage. In addition, a program for on-going dry weather field screening of outfalls will be submitted to the DNR within 36 months of permit coverage.

## **2.4 Construction Site Pollutant Control**

Bellevue will review and upgrade their existing Construction Site Erosion Control Ordinance in the Village Building Codes 15.03 and submit a copy to the DNR within 18 months of permit coverage. We will provide long-term maintenance procedures to the DNR within 18 months of permit coverage and provide staff resources to enforce maintenance issues. The Bellevue Stormwater Utility will continue to provide resources for long-term maintenance of public stormwater best management practices.

The NEWSC Model Construction Site Erosion Control Zoning Ordinance will be used to update the existing ordinance. This ordinance provides the necessary regulatory authority to require erosion and sediment control at construction sites and ensure compliance.

Bellevue will designate the necessary staff or consultants to be responsible for site inspection and enforcement. We will submit construction site inspection and enforcement procedures to the DNR within 18 months of permit coverage.

Bellevue staff will maintain training in this area through DNR workshops and other opportunities. Erosion Control Training Package for 1 and 2 Family Dwelling Construction (available through NEWSC) will be utilizing the following:

- ◆ Power Point Presentation
- ◆ Erosion Control Notice To Comply Inspection Report Form
- ◆ Erosion Control and Stormwater Management Permit Application for 1 and 2 Family Dwelling Construction Sites
- ◆ Erosion Control and Stormwater Management Permit for 1 and 2 Family Dwelling Construction Sites
- ◆ Stop Work Order and Door Hanger Notice
- ◆ Erosion Control Construction Inspection Report Form
- ◆ Erosion Control for Homeowners- Handout
- ◆ Standard Erosion Control Plan and Checklist

Procedures and checklists will be generated for use by staff to properly monitor and enforce erosion control practices throughout the Village.

## **2.5 Post-Construction Stormwater Management**

Bellevue will upgrade their existing Post-Construction Stormwater Management Ordinance and submit to the DNR within 18 months of permit coverage. We will create and submit long-term maintenance procedures to the DNR within 18 months of permit coverage and provide staff resources to enforce maintenance issues. The Bellevue Stormwater Utility will continue to provide resources to provide long-term maintenance for public stormwater best management practices.

## **2.6 Pollution Prevention**

The Village will submit a pollution prevention program to the DNR within 24 months of permit coverage. This plan will include a schedule for routine maintenance of municipally owned and operated structural stormwater management facilities to maintain efficiency. The plan will also include a schedule for routine street sweeping. Proper disposal of street sweeping, catch basin cleaning waste and road salt/deicer use will also be addressed.

The program will also include Bellevue's plans to ensure proper management of leaves, grass clippings and application of lawn and garden fertilizers on municipally controlled properties. This includes site-specific nutrient application schedules based on appropriate soil tests. Procedures will include stormwater pollution prevention planning for municipal garages, storage areas and other sources of stormwater pollution from municipal garages. We intend to adopt measures to reduce municipal sources of stormwater contamination within source water protection areas.

Bellevue will continue to evaluate stormwater training opportunities for staff and elected officials.